

CLAIMS

1. A plastic shopping bag comprising:

a pair of registering front and back walls, said walls being secured
together along their side and bottom edges and open across at least
a portion of their top edges;
said walls, when pulled apart from each other, defining a space into which
articles may be placed;
at least one of said secured together side edges being gusseted;
a plastic strip disposed within said at least one gusset, said strip having a
first end and a second end and being of a length not greater than a
length of the gusseted side edge;
said first end of said strip being heat sealed to the bottom edges of the bag
walls and the second end of the strip being adhered in the vicinity
of the top edges of the bag walls;
a portion of said strip between its first and second ends being removably
attached to a remainder of the strip; and
promotional material, said promotional material being printed upon at
least one of an upper surface and a lower surface of said portion of
said strip between its first and second ends that is removably
attached to the remainder of the strip.

2. A plastic shopping bag, as described in Claim 1, wherein the portion of the strip between its first and second ends is removably attached to the remainder of the strip with at least two perforation lines.

- 5 3. A plastic shopping bag comprising:

a pair of registering front and back walls, said walls being secured together along their side and bottom edges and open across at least a portion of their top edges;

said walls, when pulled apart from each other, defining a space into which articles may be placed;

at least one of said secured together side edges being gusseted;

a plastic strip, said plastic strip having first and second remainder portions disposed at either end of said strip and a removable portion disposed between said remainder portions;

said plastic strip being disposed within said at least one gusset, said strip being of a length not greater than a length of the gusseted side edge; and

said strip being heat sealed to the bottom edge of the bag wall at an end of said first remainder portion and having said second remainder portion adhered in the vicinity of the top edge of the bag wall.

4. A plastic shopping bag, as described in Claim 3, wherein said removable portion of the strip is removably attached to said first remainder portion with at least one

perforation line and is removably attached to said second remainder portion with at least one perforation line.

5. A plastic shopping bag, as described in Claim 3, wherein promotional material is printed upon at least one of an upper surface and a lower surface of said removable portion of said strip.